



The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs - in partnership with our state's travel industry - that keep California top-of-mind as a premier travel destination.

These marketing programs are designed to provide a comprehensive list of CTTC's initiatives to supplement your marketing sales and goals.

Inside you will find advertising, cooperative marketing, media relations, publications, travel trade, international and Web site development opportunities.

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California Travel & Tourism Commission

2007 marketing programs

June 19, 2007



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Reach Consumers



Reach New Visitors

Program	Details	Deadline/ Fee	Contact
California Official State Visitor's Guide and Travel Planner	<p>This comprehensive, easy-to-use annual publication focuses on California travel and includes accommodations, attractions, visitor information sources, suggested itineraries and ground transportation services. Not only is this slick, glossy fulfillment piece distributed to consumers, but through sales. This magazine-style guide is distributed to consumers and trade through fulfillment, Welcome Centers, DMOs, overseas contractors and <i>Sunset</i> Magazine events. The guide is also available in a downloadable format worldwide on the www.visitcalifornia.com site in Nxtbook format.</p> <p>Purchase your advertising now for the 2008 Guide and receive your free Web listing.</p>	<p>Editorial updates: Ongoing</p> <p>Display advertising: August 31, 2007</p> <p>Enhanced listing: September 14, 2007</p> <p>Web site banners: Ongoing</p> <p>Rates: From \$925 - \$39,760</p>	<p>Editorial: Jeff Phillips 650-324-5464 phillipsj@sunset.com</p> <p>Advertising: Jon Trumbull 714-424-1989 trumbullj@sunset.com</p>
California Official State Map	<p>An official map of California. One million copies are produced annually. California Tourism is seeking corporate sponsors to secure visibility as well as extend distribution in key markets.</p>	<p>Deadline: Coincides with <i>California Official State Visitor's Guide and Travel Planner</i></p> <p>Fee: Sponsorship opportunities available</p>	<p>Lynn Carpenter-Schumann 916-319-5430 lschumann@visitcalifornia.com</p>
California Driving Tours	<p>The 2007 guide contains 36 pages, 12+ driving tours throughout the state. It also includes Welcome Center information, maps, and mileage indicator. Final published piece is also available to the consumer online, at www.visitcalifornia.com, in Nxtbook format with links.</p>	<p>Deadline for 2008 sponsorship: March 3, 2008</p> <p>Rates: Call for details - typically \$5,580 - \$39,825</p>	<p>Advertising: Jon Trumbull 714-424-1989 trumbullj@sunset.com</p>
California Golf Marketing Program	<p>Reach the leisure golf traveler around the world through the dedicated California Golf Marketing Program. Obtain visibility and call-to-action in the dedicated golf domain, www.california-japan.com, annual guide, consumer golf shows, promotions and more.</p>	<p>Deadline: Ongoing</p>	<p>Shaw Kobre InTheLoopGolf@aol.com</p>



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Reach Consumers



Reach New Visitors (Cont.)

Program	Details	Deadline/ Fee	Contact
Shop California	Shop California is a statewide marketing effort to showcase California as a premier shopping destination. Shop California has become a sustaining member of Shop America, further increasing exposure for all members and providing a tool to expand on selling packages. CTTC has joined with retailers to produce ShopCA value-added packages for both the consumer and the travel trade. Retail partners and Destination Management Companies (DMOs) are encouraged to participate collaboratively. Retail partners are also encouraged to pull together culturally-themed packages including history, arts, tours, botanicals, gardens and shopping generating revenues for all parties involved. Promotions include print, Web, and media.	Deadline: Sign up as early as possible. Program runs on a calendar year. Fee: From \$750 - \$2500	Susan Wilcox 916-444-4429 swilcox@visitcalifornia.com
California Fall Insert Campaign	Continuing to brand California through print, CTTC has partnered with Custom Marketing Group to produce a 12-24 page insert to run October – November, reaching more than 765,000 consumers in the Western United States through Travel and Leisure, Food and Wine and National Geographic Traveler Magazines. Participating organizations will also receive Internet exposure on the www.SoGoNow.com site. CTTC urges the industry to participate individually or through a collaborative effort. American Express will also deliver this same insert to 15,000 pre-qualified cardholders with a propensity to travel.	Deadline: August 10, 2007 Fee: Full page - \$30,000 1/2 page - \$19,500 1/3 page - \$13,500 1/4 page - \$7,200 (net)	Lynn Carpenter-Schumann 916-319-5430 lschumann@visitcalifornia.com
California Treasure Hunt Program	This program continues a highly leveraged direct-response loyalty program available through participating restaurants, retail outlets, grocery store chains and reaches over 50 million consumers nationwide. Southwest Airlines will be inviting all consumers purchasing airline tickets to or through California to participate in the treasure hunt during Summer 2007. The consumer receives a "California Rewards Card/Treasure Key" that includes \$25 - \$50 reward dollars that can be used towards California vacations and hotels, trip giveaways and valuable attraction discounts. Industry partners can achieve high visibility through co-branded rewards/treasure cards or on the www.visitcalifornia.com/treasure site.	Deadline: Maximum exposure if participation is contracted by Feb. 28 On-Going Spring/Summer 2007 Fee: Basic participation for Attractions - \$500 Corporate Co-branding - \$65,000	Teddy Wade 310-274-2470 twade@visitcalifornia.com visitcalifornia.com/treasure





Reach Consumers



Reach New Visitors (Cont.)

Program	Details	Deadline/ Fee	Contact
California - The Soundtrack, Volume 2 The Ultimate California CD	How better to make an emotional connection with consumers than through iconic songs about this amazing destination? CTTC has already produced Volume 1, an amazing collection that appeals to all ages (includes the Beach Boys, the Mama's & the Papa's, etc.) and is looking to develop and launch Volume 2. Promotional opportunity includes co-branding on the unit itself, exclusive distribution for 6-8 weeks, use as a premium incentive for sign-ups or other upgrades, cross- promotional banner ad on www.visitcalifornia.com , and outbound e-mail to CTTC's database (over 200,000 names).	Deadline: 6-months lead time required Fee: \$50,000	Mina Robertson 916-441-0571 mrobertson@meringcarson.com
California Rural Regional Tourism Association Cooperative Program	CTTC funds Rural Regional Marketing Association groups to facilitate cooperative regional efforts. These programs are specifically designed to leverage tourism industry investment in global marketing efforts. These funds are also designed to serve as a catalyst to the development of viable public/private rural tourism collaborations. These efforts include, but are not limited to, tactics such as integration of Web sites, cooperative participation in advertising, trade shows, and media events all developed to increase visitation and length of stay in rural markets.	Deadline: It's never too late to join your regional association Fee: Matching funds 60/40 Up to 30,000 for 8 rural tourism associations	Jonelle Norton 916-319-5438 jnorton@visitcalifornia.com
California Fun Spots	The Fun Spots is a cooperative marketing effort of California's leading family attractions. Partner fees are leveraged with CTTC funding to provide a significant budget for marketing direct to the consumer. Programs include placement on the Official California State Map, e-mail blasts, banner advertising, a trackable discount coupon and Web site, all designed to increase ticket sales to your attraction.	Deadline: Ongoing Fee: Attractions from \$500 - \$15,000 Corporate sponsorships \$50,000	Susan Wilcox 916-444-4429 swilcox@visitcalifornia.com





Reach Consumers



Reach New Visitors (Cont.)

Program	Details	Deadline/ Fee	Contact
Rural Consumer Trade Show Co-op Participation	CTTC will host a booth at several conference and trade shows to be held in 2007/2008 (shown below) throughout the year. The cost of the booth will be split among participants, which includes shared booth and conference registration. The registration deadline is 60 days before each show. These programs attract consumers and travel agents from across the country. Join the CTTC at consumer trade shows such as: Go West Summit, Golf Expo, Bay Area Travel Show, LA Travel Show, Orange County Travel Show, California Travel Market, Sunset Celebrations, Student and Youth Travel Association, National Tour Association, American Bus Association, etc. CTTC will choose shows based on the interest of the Rural Tourism Marketing Council.	Deadline: Quarterly opportunities Fee: Rates vary depending on show and number of participants in California booth	Jonelle Norton 916-319-5438 jnorton@visitcalifornia.com
California Welcome Center (CWC) Promotional Opportunities	In every rural region there are CWCs servicing travelers with information, resources and collateral materials encouraging them to extend their stay. Since the program's inception in 1994, CWCs have served as the number one visitor stop for domestic and international travelers once they are within California. CWCs have supplied valuable traveler information and visitor services to nearly four million international and domestic tourists. Since 1998, average visitation to the CWCs has increased 21 percent annually. These centers have sponsorship opportunities to get your business in front of those travelers.	Rates vary: Call for details Typically \$1500-\$10,000	Janice Simoni 916-445-1094 jsimoni@tourism.ca.gov
Rural Reciprocal Marketing Web Site Program	This program allows your destination a direct link to the global California travel industry marketing investment. Your participation in the rural campaign brings your destination in line with California Tourism's global brand. All Rural Regional Associations are encouraged to provide reciprocal links from their Web site to www.visitcalifornia.com . Additional opportunities are available to showcase assets and events on a regular basis by a 75-word description and photo of the top ten "Must Sees" of the region by including the name, address, phone number and Web site link for the attraction. Regional associations may also submit, on a quarterly basis, the top ten events for the quarter along with a 25-word description, dates/times, phone number, Web site link, etc. This information will be submitted online through a business-to-business portal coming soon.	Open All Year Fee: Free	Jonelle Norton 916-319-5438 jnorton@visitcalifornia.com





Reach Consumers



Reach International Consumer Markets

Program	Details	Deadline/ Fee	Contact
UK Consumer Guide	Utilize this opportunity to reach international consumers. This <i>Official California Visitor's Guide</i> for the UK also serves as the basis for the German, Spanish, and Japanese Guides. With compelling photography, informative writing, and helpful planning information, this guide is seen as a useful, in-country, California trip-planning resource for potential visitors. The guide will be distributed beginning at the World Travel Market in London.	Deadline: Ad reservation close - August 22, 2007 Fee: Rates range from approximately \$3,400 for quarter page to \$11,000 for full page. Discounts available for early bookings.	Larry Cohen 203-255-8800 larrycohen@northeastmedia.com
JATA	Tokyo, Japan – September 13-16, 2007 Asia's biggest travel fair and consumer show with visitor attendance expected at over 100,000! The conference theme this year is how to revitalize the Japanese market, inviting experts from outside the Japanese market. www.jata-wtf.com	Fee: \$2,500	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Japanese Consumer Guide	Reach the consumer direct through highly targeted distribution in country. Special discounts for placement in all international guides.	Deadline: August 2007 Fee: \$2,865 - \$12,518	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
German Consumer Guide	Reach the consumer direct through highly targeted distribution in country. Special discounts for placement in all international guides.	Deadline: August 2007 Fee: \$2,865 - \$12,518	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Mexico Consumer Guide	Reach the consumer direct through highly targeted distribution in country. Special discounts for placement in all international guides.	Deadline: August 2007 Fee: \$2,865 - \$12,518	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com





Develop Web Site Traffic



Web Site Development

Programs	Details	Deadline/ Fee	Contact
VisitCalifornia.com	Advertising banners and enhanced listing. URLs included for all DMOs. All other listings information is directly related to listings in the <i>California Official State Visitor's Guide and Travel Planner</i> . www.VisitCalifornia.com	Updates are ongoing. Major updates coincide with the printing of the <i>California Official State Visitor's Guide and Travel Planner</i> . Individual enhanced listings are tied to paid advertising in the <i>California Official State Visitor's Guide and Travel Planner</i> .	Advertising: Jon Trumbull 714-424-1989 trumbullj@sunset.com
Banner Advertising on VisitCalifornia.com	Banner advertisements are placed on the right sidebar area of pages with the state's Web site, www.VisitCalifornia.com .	Deadlines coincide with <i>California Official State Visitor's Guide and Travel Planner</i> .	Advertising: Jon Trumbull 714-424-1989 trumbullj@sunset.com
Culture California	Culture California brings together arts, heritage and tourism leaders to collaborate on effective and highly leveraged cultural and heritage marketing programs. The mission is to develop strategic efforts that showcase California as the premier cultural/heritage destination for the purpose of increasing state visitation and participation in cultural activities. Cultural events are listed for free on California's interactive Web site, www.CultureCalifornia.com . Cultural venues and associates may participate in additional elements of the program with a nominal buy in.	Deadline for Fall: July 13, 2007 Fee: Associate Partner - Free Sponsoring Partner - \$15,000	Susan Wilcox 916-444-4429 swilcox@visitcalifornia.com





Reach Media Markets



Domestic Media Markets

Program	Details	Deadline/ Fee	Contact
New York Media Reception	New York City, New York – January 2008 The Millennium Broadway Hotel, New York City. Reach approximately 100 key New York mainstream and lifestyle media under the California umbrella.	Fee: \$1,200	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com
Los Angeles Media Reception	Los Angeles, California – October, 2007 Meet Southern California media and pitch your stories to over 60 media members.	Fee: \$800	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com
San Francisco Media Reception	San Francisco, California – Spring 2008 Meet over 75 Northern California media and pitch your stories.	Fee: \$800	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com

Domestic & International Media Markets

Program	Details	Deadline/ Fee	Contact
<i>What's New in California Newsletter</i>	Document highlights new California travel products. Distributed to 3,500 key domestic and international media on a quarterly basis (translated for key markets).	Deadline for winter issue: September 14, 2007 Fee: Free	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com
Press Releases	The CTTC drafts and distributes to key media approximately 24 releases on an annual basis. Specific editorial format and calendar available after June 1, 2007.	1 st and 2 nd quarter schedule available June 1, 2007 Fee: Free	Sam Caygill 916-319-5424 scaygill@visitcalifornia.com





Reach Media Markets



International Media Markets

Program	Details	Deadline/ Fee	Contact
United Kingdom Travel Trade & Media Representation	United Kingdom Black Diamond handles CTTC's travel trade and PR representation in the U.K. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Japan Travel Trade & Media Representation	Japan Marketing Garden, a highly respected marketing firm in Japan, represents California in the marketplace. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Germany Travel Trade & Media Representation	Germany Marketing Services International (MSI) handles CTTC's travel trade and PR representation in the German market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Australia Travel Trade & Media Representation	Australia Gate 7, a seasoned marketing/PR firm in Australia, is now handling CTTC's travel trade and PR efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com





Develop Travel Trade



Domestic Travel Trade Programs

Program	Details	Deadline/ Fee	Contact
National Tour Association (NTA)	Kansas City, Missouri – November 2007 Annual convention of the National Tour Association offers delegates the opportunity to network and build relationships. The program includes one-on-one appointments. The National Tour Association is a trade organization of thousands of tourism professionals involved in the growth and development of the packaged travel industry. This program requires NTA membership. CTTC will again sponsor a wine reception with co-op sponsorship slots available between \$500 and \$5000. www.ntaonline.com	Fee: Co-op sponsorship between \$500-\$5,000	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
American Bus Association (ABA)	Virginia Beach, Virginia – February 2008 The ABA Marketplace offers delegates the opportunity to network and build quality relationships with motor coach and group tour business leaders. The format offers one-on-one appointments with the tour operators. This program requires membership in ABA. www.buses.org		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com

Domestic & International Travel Trade Programs

Program	Details	Deadline/ Fee	Contact
Receptive Services Association of America (RSAA)	St. Petersburg, Florida – January 2008 RSAA represents the major inbound operators in the United States who handle the inbound package tour business in this country. You must be a member of RSAA to participate in their annual conference, which offers good networking opportunities and a one-on-one meeting marketplace with receptive operators. www.rsana.com		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
GO WEST SUMMIT	Colorado Springs Colorado, January 2008 Go West Summit is a business-oriented, travel trade show selling the American West region. It brings together the world's top tour operators with specialty suppliers who offer year-round products in the states of Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. www.gowestsummit.com		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com





Develop Travel Trade



International Travel Trade Programs

Program	Details	Deadline/ Fee	Contact
United Kingdom Travel Trade & Media Representation	United Kingdom Black Diamond handles CTTC's travel trade and PR representation in the UKt. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
World Travel Market and VIP Event (WTM)	London - November 12-15, 2007 California exhibition stand at WTM and/or participation in exclusive California client event. WTM is the largest English-speaking trade show and is attended by buyers from throughout Europe and the world. California organizes an industry presence via trade stand and hosts a client event, featuring a film premiere the Sunday before the exhibition with in-country media attendance.	Fee: \$1,250-\$4500	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Japan Travel Trade & Media Representation	Japan Marketing Garden, a highly respected marketing firm in Japan, represents California in the marketplace. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
Germany Travel Trade & Media Representation	Germany Marketing Services International (MSI) handles CTTC's travel trade and PR representation in the German market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
ABAV	Rio de Janeiro, Brazil – October, 2007 Recognized as the Americas' largest trade fair for travel trade, it is conceived and developed to offer the best chance for professional updates and business generation with more than 115 tour operators, 700 exhibitors and 42 foreign delegations attending in 2006. Exhibition space is available. www.feiradasamericas.com.br		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com



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Develop Travel Trade



International Travel Trade Programs (cont.)

Program	Details	Deadline/ Fee	Contact
ITB	Berlin – March 2008 Promote to top German and European Travel Trade and Media. Participation fee includes individual space with California stand as part of the USA Pavilion. ITB is the largest travel exhibition in the world and attracts some 150,000 travel trade and consumers from 180 countries with in-country media attendance.	Fee: \$3,000	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
EXPO VACACIONES	Mexico City, Mexico – February 2008 This show is organized by the Visit USA commission in Mexico, featuring one-on-one wholesale tour operator and retail travel agent appointments. Exhibitors will share a California pavilion with CTTC and other California companies.	Fee: Rate TBD	Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com
Australia Travel Trade & Media Representation	Australia Gate 7, a seasoned marketing/PR firm in Australia, is now handling CTTC's travel trade and PR efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	Deadline: Ongoing	Trade: Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com Media: Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com
See America Expos	Australia/New Zealand - February 2008 Participate in the annual Visit USA programs with travel agents and tour operators in the following cities: Auckland and Christchurch (NZ) Brisbane, Sidney and Melbourne (AU) Format consists of table top trade show with the opportunity to do a presentation.		Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com





Key CTTC Contacts



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CALIFORNIA TOURISM IS A JOINT MARKETING VENTURE OF THE CALIFORNIA TRAVEL AND TOURISM COMMISSION (CTTC) AND THE CALIFORNIA BUSINESS, TRANSPORTATION AND HOUSING AGENCY, DIVISION OF TOURISM

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PLEASE NOTE: THESE DESIGNATIONS ARE FOR OUTREACH PURPOSES ONLY AND DO NOT REPLACE THE ESTABLISHED 12 CALIFORNIA TOURISM REGIONS USED FOR MOST MARKETING PURPOSES. IF YOU HAVE ANY QUESTIONS, OR DO NOT SEE YOUR AREA LISTED ABOVE, PLEASE CONTACT SUSAN WILCOX, CHIEF DEPUTY DIRECTOR, AT 916-319-5412 OR SWILCOX@VISITCALIFORNIA.COM.

